

The Case for Active ETFs



INVESTMENTS

The active ETF market is expected to grow by 800% from 2025 to 2035—but what's driving investor interest?

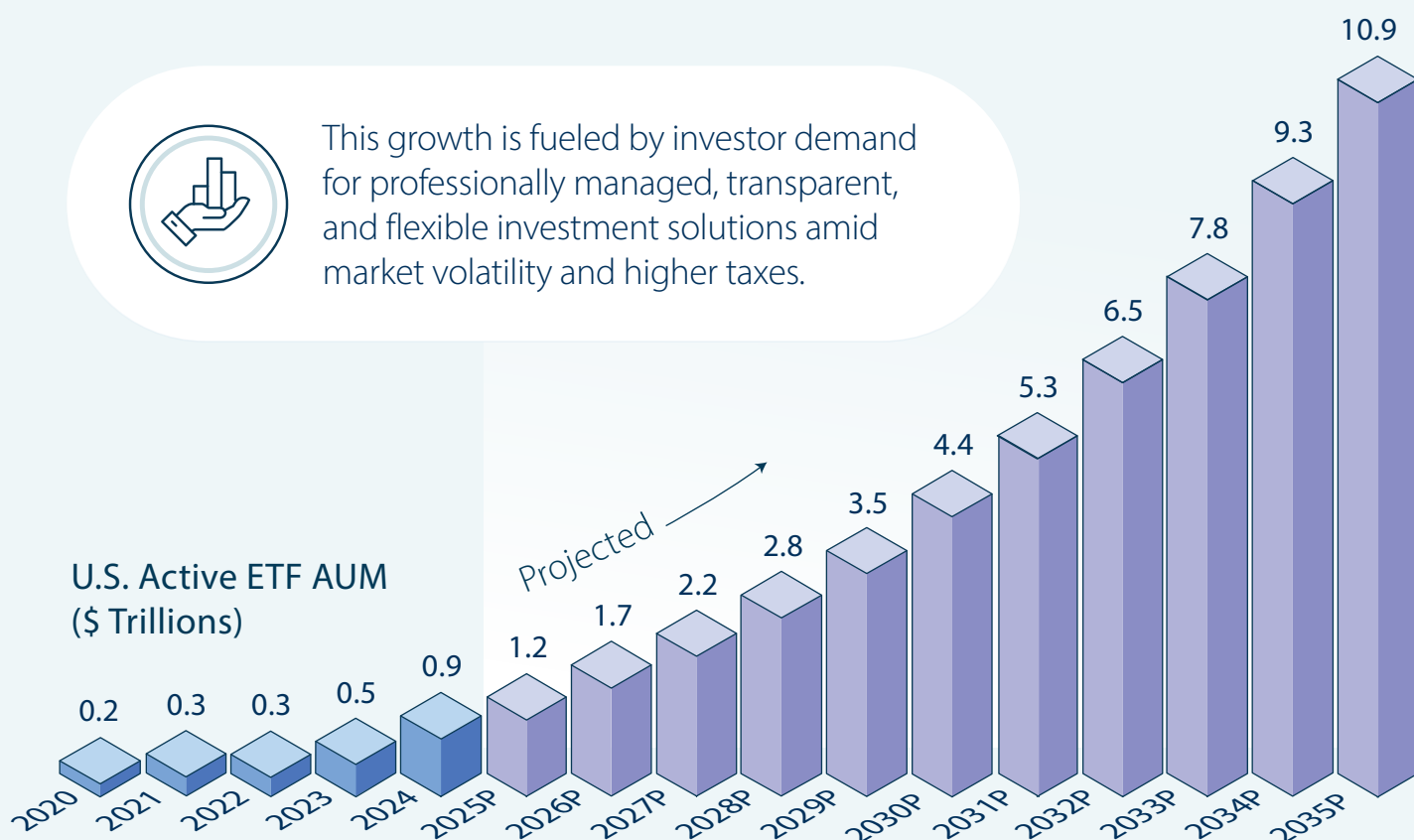
Source: Deloitte. April 2025.

The Explosive Growth of Active ETFs

Active ETFs are experiencing explosive growth and transforming the asset management landscape.



This growth is fueled by investor demand for professionally managed, transparent, and flexible investment solutions amid market volatility and higher taxes.

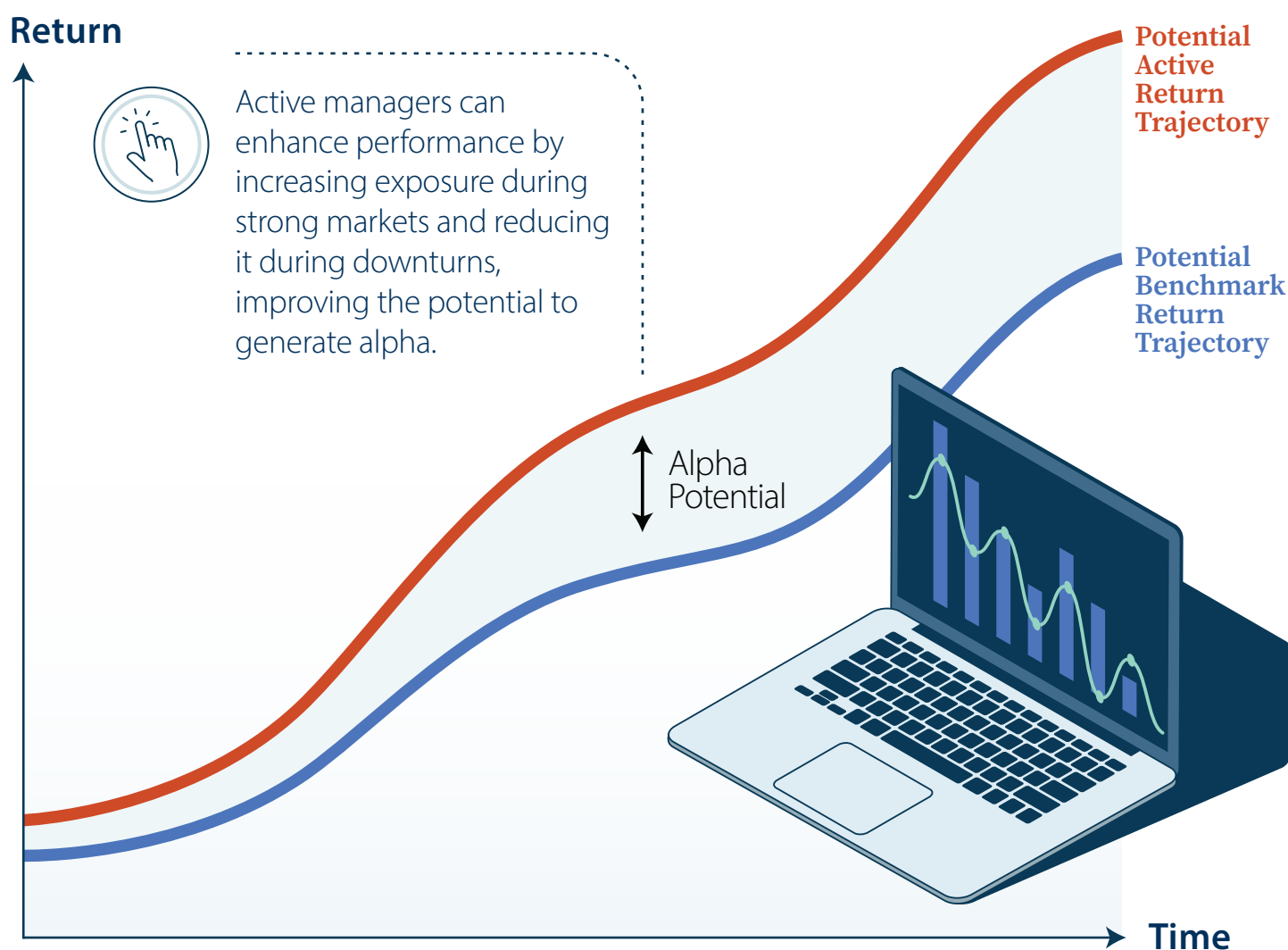


Source: Deloitte. April 2025.

**Investors are always chasing one thing:
alpha, or returns that beat the benchmark.**

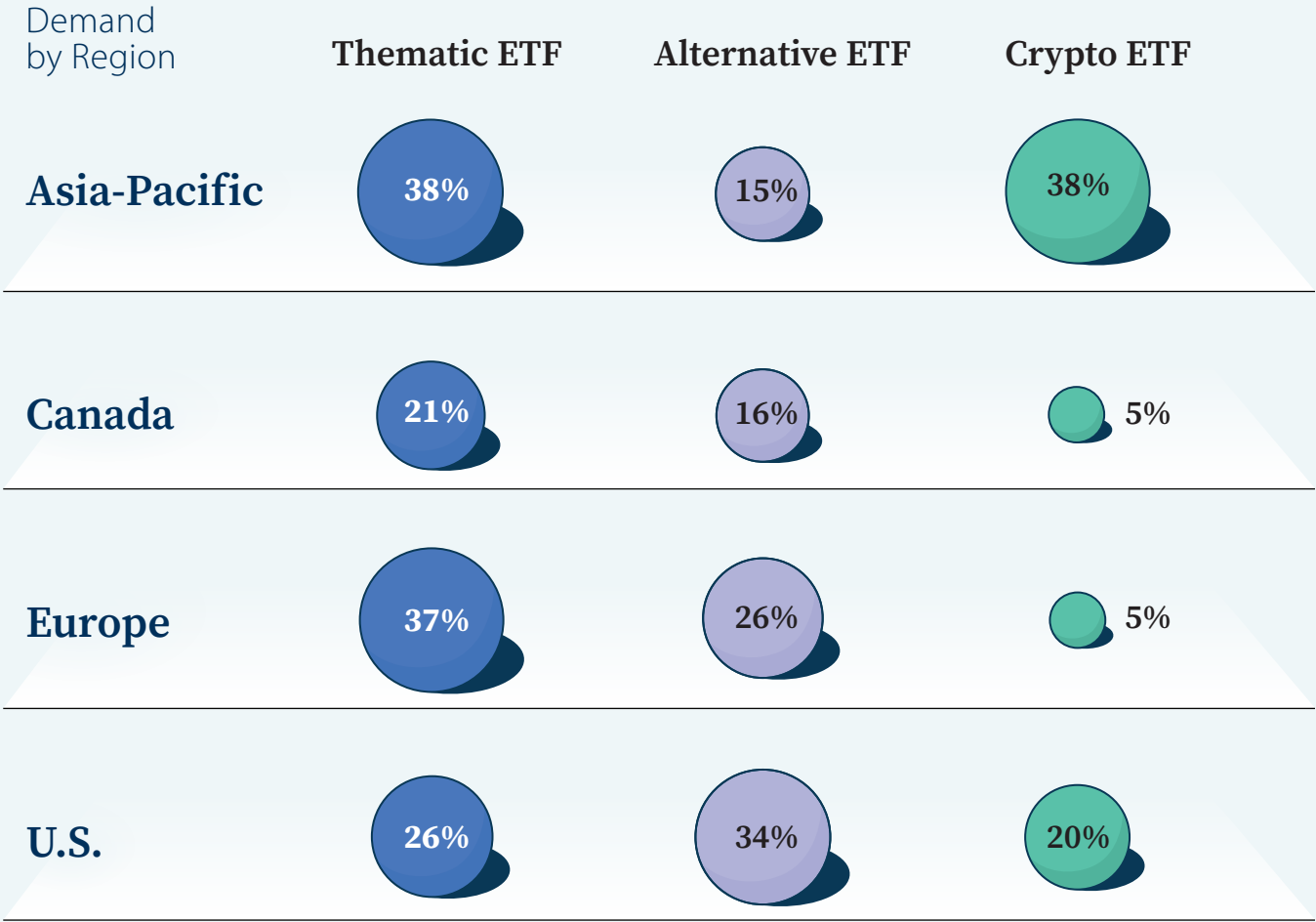
Alpha Potential

Behind every active ETF is a portfolio manager making strategic decisions to seek stronger returns.



Diverse Offerings

The investment world is shifting toward personalization—and active ETFs offer the flexibility to modernize portfolios.

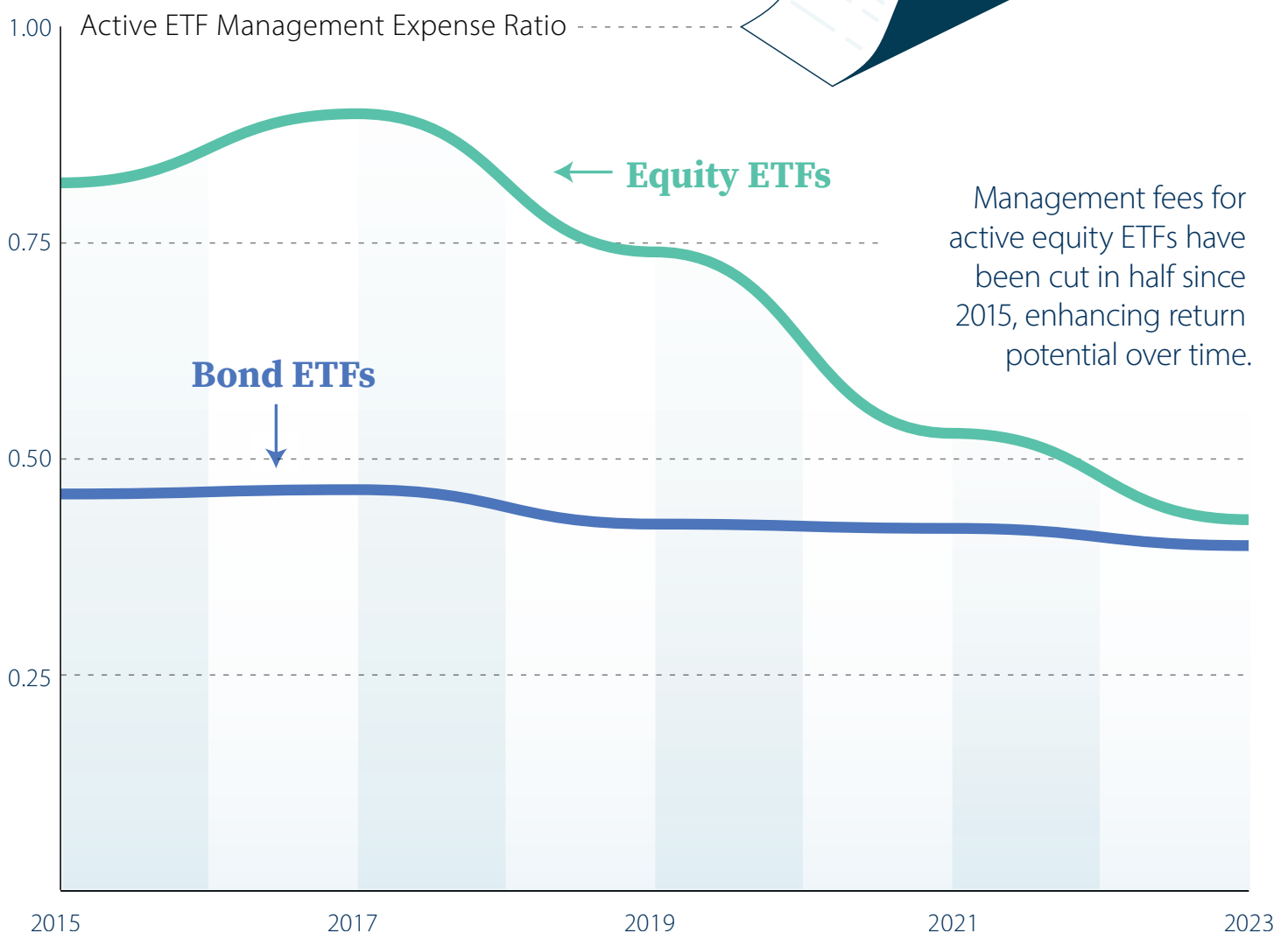
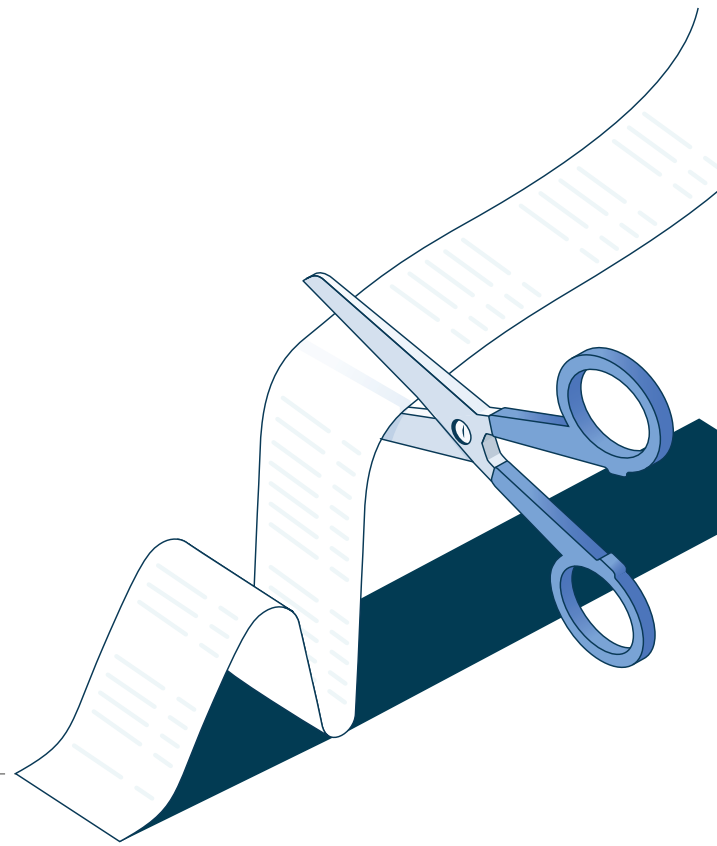


As the market expands, the active ETF space offers significant white space for innovation and differentiation—unlocking a world of opportunity for investors.

Source: PwC
Global ETF Survey 2024.

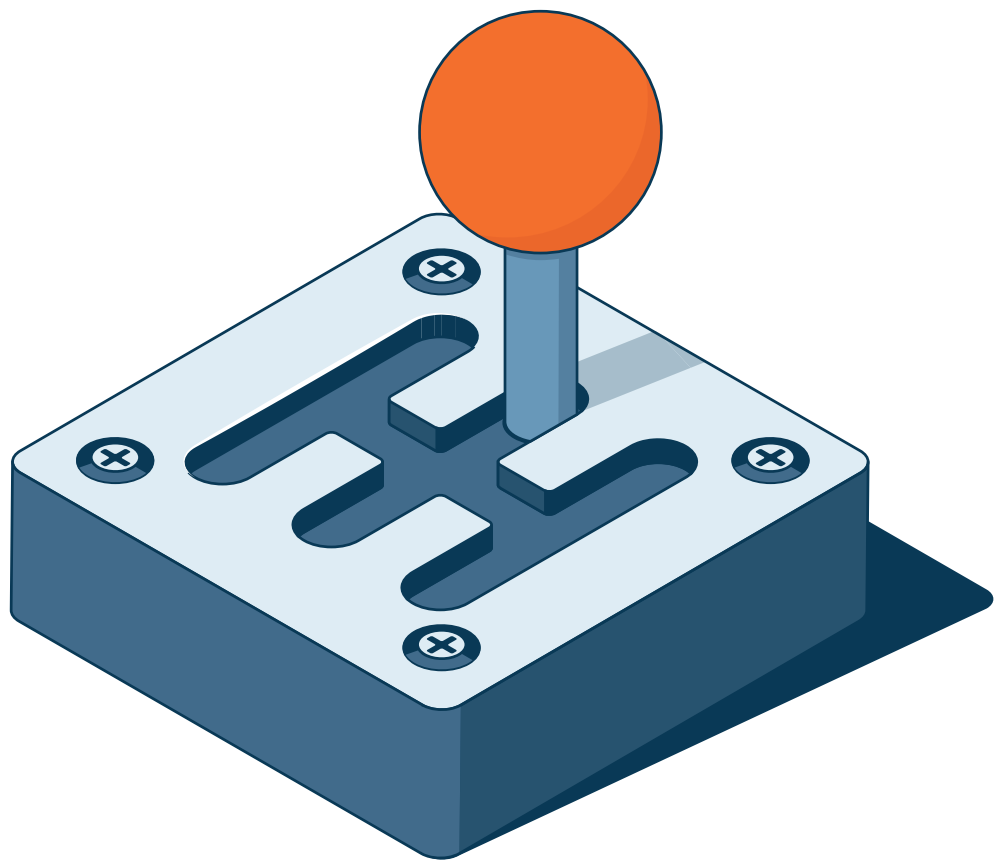
Cost Efficiency

Fees for active ETFs and mutual funds are at record lows, letting investors tap into active strategies without the high cost.



Taking Control

Active ETFs offer a powerful trifecta of opportunity—alpha potential, greater flexibility, and lower costs—making them a compelling choice for the modern investor.



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